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**INNOVATION INVESTMENT DEVELOPMENT STRATEGY GRAIN TERNOPIL REGION**

**Statement of the problem.** Activation of innovation and investment is an important step to bring Ukraine out of the crisis and significant progress towards entry into the system of world economic relations company that takes a lot of effort to clear and strict control of investment. Innovation and investment activities are interrelated, as an innovative development requires investment and stimulate investment should be viewed as a leading trend in the strategic policy of Ukraine.

**Analysis of studies and publications on the issue**. Issues of innovation and investment development dedicated their work overseas scholars such as J. Brihem, V. Bocharov, L.A. Hitman, U.F. Sharpe. An important contribution to the development of these areas of research made by such scientists, as L.P. Marchuk, P.T. Sabluk, P.A. Abuse, I.V. Prokop, I.N. Topikha, O.D. Vytvytska and others. However, some aspects of the practice and promotion of innovative and investment development of grain production remains poorly understood.

**Problem**. The aim of the paper is to investigate the process of formation of innovative investment strategies of grain Ternopil region and determining the conditions for its successful implementation.

**The main material of the study.** For Ukrainian enterprises in today's economic conditions independent supporting appropriate pace of technology development is almost impossible. This is the objective reasons that are characterized by a significant gap between the technological state of the developed world and Ukraine, lack of financial resources to ensure sufficient funding for research and development work, lack of ability to compete with foreign enterprises in the care they receive various . These circumstances suggest the need to form a clear government policy on innovation and investment.

The process of strategy development innovation and innovative mechanisms to support priority programs and projects carried out under the influence of innovation policy, which is an important part of the state of social and economic policy.

On the basis of socio-economic development, national science, technology and innovation policy defines the main directions, goals and principles of socio-economic, scientific-technical and innovation policy regions with their geopolitical and economic features.

The need for financial support of science, promotion of innovative activities to enhance the competitiveness of products in the domestic and foreign markets, the transition to new forms of address economic, environmental and social problems in the region - requiring regional governments develop responsible policies for the management and development of innovation and investment in the region.

The development strategy of innovation in the region should be aimed at increasing the contribution of research and innovation in the innovative development of the country, the region's economic development and improving the quality of life of its population. However, keep in mind that regional priorities innovative activity should be part of national priorities for the active cooperation of regional authorities with state [3].

Development of innovative investment programs of regional development - a specific, strategic and tactical actions to achieve a reasonable outcome in the short or long term. Therefore, the development of innovative investment programs of the region must be taken into account the following factors: specific region in the region, development priorities, objectives and tasks, and so on. Managing innovation and investment development of the region requires consistent implementation of the basic functions of planning, organization, motivation, control and regulation.

Ternopil region has considerable untapped tourism and recreational potential, which is one of the strategic goals of development. That is, positioning the region on the economic map of the state must comply with this attribute, ie socio-economic life of the community, which control in the region can be best implemented. The development strategy will help coordinate the efforts of the government, investors and the community, thus becomes possible to achieve the desired effect management process.

One of the main mechanisms of innovation policy is aimed prioritization of strategic development, which should take into account the general increase in science, technology and production. Setting priorities - is the first step, as application development, innovation and investment plans of development that will ensure their implementation and include appropriate financial resources. This primarily relates to the development programs of the region.

In the Ternopil region, the following priority areas of socio-economic development:

1. Increased investment in priority sectors:

- High-tech agricultural production - the introduction of new energy-saving technologies, development of new competitive and investment and import products;

- Transportation Logistics - resuming Ternopil Airport, construction of roadside infrastructure, trade and transport-logistics centers, including a wholesale agricultural market, rolling stock and logistics transport and service enterprises.

2. Promoting the implementation of resource-and energy-efficient technologies, quality management systems:

- The production of new types of energy from renewable sources - the production of wood pellets (pellets), biodiesel, bioethanol, the resumption of a mini-hydro.

3. Development of industrial and social infrastructure of local and national importance:

- The development of the mineral resource base of the region - the restoration work on existing and construction of new facilities construction materials, mineral processing organization in the field;

- Agricultural Complex - large commodity agricultural production, creation of agricultural cooperatives, development of fodder production, technical re-creation of agricultural and service infrastructure.

4. Development of modern tourism and recreation infrastructure and support capabilities and cultural traditions:

- Construction of tourist and recreational infrastructure, creating new tourism products and ecotourism;

- Conservation and restoration of historical heritage objects, support for artistic and cultural potential, customs and traditions.

5. Creating the conditions for sustainable development of human resources and an effective system of social services:

- Development of infrastructure for environmental protection;

- Improvement of investment plots for science parks, the formation of innovation clusters;

- Construction, repair and reconstruction of roads, bridges, and development of international transport corridors;

- Creation of new market infrastructure.

As innovation and investment strategy of the region must be described and constructed hierarchy of objectives: the main strategic goals to more specific sub-tasks and that together ensure the objectives of the higher level of the hierarchy (strategic goals). To do this carefully to analyze the current state of the region, determine the mission, goals, and major gaps and assess the internal potential of the region.

The development strategy of the Ternopil region until 2015 is implemented on the following principles:

- Planning (this principle also provides for annual planning of expenditure budgets of different levels, which promotes transparency, stability and synchronization in the policy of regional development);

- Concentration (due to limited state and local financial resources during the execution of the tasks set out in this Strategy, the resources are concentrated in certain areas, established a hierarchy of priorities according to defined objectives, defined requirements for cost-effectiveness of their use);

- Polarized development (assuming the formation of "reference areas" (poles, "locomotive" growth), which concentrate financial, administrative, managerial, human and other resources - with a further strengthening of innovation activity in other areas);

- Partnership (assuming close cooperation between central and local executive bodies, local authorities, associations of citizens, economic entities in the implementation of strategies, monitoring and evaluation of assigned tasks);

- Unity (supposed to ensure social cohesion, which is to reduce the differences between different areas of human resources and living standards, economic unity, which is to reduce the differences in economic development, spatial cohesion, which is to create conditions for the development of infrastructure peripheral areas ) [4].

As part of the regional program production support necessary to carry out measures for the explanation of the introduction of special tax incentives for investment and innovation, small business development and export of high technology products, stimulation of foreign investments will contribute to facilitating the participation of foreign capital in privatization, free access to the resource potential and formation of investment attractiveness of the region. The main source of investment program activities will continue to cost businesses and organizations, primarily due to depreciation and profit.

The criteria guiding investors, including foreign ones, while capital investment remains virtually unchanged in recent years. Investors pay attention to the national investment conditions and investment climate, assess conditions that may provide within their jurisdiction local government.

The main obstacle to rapid development in the investment process at the present stage of economic reforms have limited the use of domestic sources due to lack of development of appropriate infrastructure investment intentions restrained foreign investors in investing investment resources, the lack of activity of local authorities to create a positive investment climate and investment projects of regional scale , significant bureaucratic obstacles.

Development strategy of innovation and investment in the region is needed to attract investment, the restoration of competitive production, employment growth in the region to facilitate the protection of the population and the availability of financial resources, social area. Most regions have significant natural and economic, technological, intellectual resources, but does not have sufficient financial means necessary to update the core capital to overcome the recession and entering new markets. This requires incentives of innovation that is the foundation of economic growth not only in the region but also the nation as a whole. Therefore, innovation, investment and development strategy of the region should become the basis for the effective functioning of the socio-economic development.

To promote science, technology and innovation and good governance of the scientific and innovation activities of the region need regional legislative and executive branches, as well as other participants in the creation, implementation and use of innovation in the region are:

* Creation of a clear legal framework regulating relations Posters development, implementation and use of innovations based on the principles and incentives for innovation in the enterprises priority areas of economic activity in the region;
* creation of an effective mechanism for information support innovation and investment process in the region: the formation of accessible information base of the proposed innovation, based on the overall automation of the entire cycle of production and innovation;
* development of innovation infrastructure in the region

Effective management of development research and innovation system in the region requires, first of all, the design and organization of the most adapted organizational structure and internal links mizhstrukturnyh sub regional innovation system to the existing economic and legal development, implementation and production innovation. Also important for the commercialization of innovation is balanced economic development of innovation infrastructure in the region.

Today, building up infrastructure innovation sector in the region is to create a separate, disparate, organizational elements. As a result, it is not comprehensive, because its elements do not cover exactly those functions which performance greatly affects the success of a market economy (patent and license work, intellectual property protection, etc.). In most cases reached their purposeful interaction and cooperation between them.

Critical role in the development of innovation infrastructure and promotion of innovative activities play an intense relationship information, which provides a broad streams of knowledge. Today, the actual composition of the sources of information for innovation proves insufficient level of information infrastructure, which in turn causes the unavailability of certain types of information for most organizations in the region. [1]

Available in the Ternopil region infrastructure R & D and innovation activities are still poorly oriented to work in market conditions. Absent or underdeveloped are its most important elements, such as fund research and technological development center of expertise in science and technology, territorial counseling center providing patent services, protection of authors and patent holders, the center of business planning innovation and so on.

In this regard, it is advisable to create at one of the structural units of the regional administration department (or similar independent division existing in other regions), which deals with the interaction and integration of research and innovation, development and sales of various kinds of regional scientific and technical projects and programs based on priority directions of science and predictions based tasks of socio-economic development of the Ternopil region.

When building a regional innovation and investment system, adapted to market economic conditions necessary to ensure the establishment relations and regional integration in the national system of innovation and investment.

The process of creating a new regional innovation and investment system that provides full cycle of the innovation process at the regional level should be assigned to the priorities of science, technology and innovation policy at the legislative level functionally assigned to the executive authorities of the Ternopil region.

To enhance innovation processes and ensure the investment attractiveness of the innovation sector Ternopil region is necessary at the level of regional legislation to provide protection, comfortable and provide additional measures of support entities that carry out innovation activities in priority areas of the region.

At least 10-15% of innovative programs and unique technological developments, selected during the examination, it is necessary to invest in the grant agreements with the state granting the rights to co-ownership of the patent and equity participation in profits for five years. It should also mobilize financial resources of private banks and foreign investors on the basis of share for the implementation of unique technological development and joint projects in the region.

Analysis of peer review, highlighted in the questionnaires given to assess and identify priority areas for economic development Ternopil region [4] (Table 1.).

Table 1

Priority areas for economic development Ternopil region defined on the basis of summarizing peer reviews

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Agricultural sector | Food and Beverage | Agricultural Engineering | Electronics | Light industry | Travel Trade |
| Priority areas for economic development | 52% | 7% | 19% | 11% | 2% | 8% |
| Enterprises which sectors should be developed first | 30% | 21% | 18% | 15% | 9% | 4% |

The strategic task of implementing innovation policies in the Ternopil region is to achieve high growth in agricultural production and the transition of Ternopil region to socio-economic development through:

development and effective use of innovation and scientific and technological potential of the region, material and financial resources allocated to the creation of knowledge-intensive and resource-saving technologies;

formation of market innovation, high-tech production of competitive products, the development of innovative production to the area of technology products and organic products;

extensive development of innovation infrastructure.

Regulation offers innovative products sold in the domestic market during the creation of favorable innovation and investment climate in the regions of the country through the development of competitive relations between entities of equal economic conditions for innovation active business entities, financial position are temporarily complicated by of innovative activities and so on.

**Conclusions**. The main mechanisms that ensure implementation of innovation policy, the priority development of high-tech and knowledge-based industries of agriculture - a financial and credit mechanisms, legislative and regulatory mechanisms, institutional transformation mechanisms in science and education, export and customs regulations. The state, using data mechanisms should provide conditions for the formation and promotion of innovation and investment, primarily through the creation of a positive investment climate as a result of improving the overall international image of the country.

Important mechanism to ensure innovation and policy is directed prioritization of strategic development, which should take into account the general increase in science, technology and production. Setting priorities - is the first step, because it is important to develop programs that ensure their implementation and provide for appropriate funding. Development strategy of innovation and investment in the region will serve as investment, restoration of competitive production, employment growth in the region.

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INNOVATION INVESTMENT DEVELOPMENT STRATEGY GRAIN TERNOPIL REGION

**Abstract.** The process of forming innovative investment strategies of grain Ternopil oblast and reasonable conditions for its successful implementation

**Keywords.** Innovation and investment strategy, innovation policy priorities for socio-economic development